

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u> 496779 /		<u>Alt Order #</u> 06359714
<u>Product</u> DSCC		
<u>Contract Dates</u> 10/02/12 - 10/08/12		<u>Estimate #</u> 1936
<u>Advertiser</u> DSCC		<u>Original Date / Revision</u> 10/01/12 / 10/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 42	<u>Product Code</u> 45
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Great American Media (GMMB)
1010 Wisconsin Avenue
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	10/02/12	10/08/12	Cops/Dog The Bounty Hunter	1-2pm		:30			NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/02/12	10/08/12	MTWTF--				2	\$195.00			
N 2	KVVU	10/02/12	10/08/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/02/12	10/08/12	MTWTF--				2	\$250.00			
N 3	KVVU	10/02/12	10/08/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	4	\$8,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/02/12	10/08/12	MTWTF--				4	\$2,150.00			
N 4	KVVU	10/02/12	10/08/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/02/12	10/08/12	MTWTF--				1	\$1,950.00			
N 5	KVVU	10/02/12	10/08/12	Better	M-F 11a-12p		:30			NM	3	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/02/12	10/08/12	MTWTF--				3	\$195.00			
N 6	KVVU	10/02/12	10/08/12	Katie Couric	2-3p		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/02/12	10/08/12	MTWTF--				3	\$275.00			
N 7	KVVU	10/02/12	10/08/12	Anderson	3-4p		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/02/12	10/08/12	MTWTF--				3	\$300.00			
N 8	KVVU	10/02/12	10/08/12	The Dr.Oz Show	4-5p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/02/12	10/08/12	MTWTF--				3	\$350.00			
N 9	KVVU	10/02/12	10/08/12	Fox 5 News at 5	5-530p		:30			NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/02/12	10/08/12	MTWTF--				3	\$950.00			
N 10	KVVU	10/02/12	10/08/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/02/12	10/08/12	MTWTF--				2	\$450.00			
N 11	KVVU	10/02/12	10/08/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	\$3,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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<u>Contract / Revision</u> 496779 /		<u>Alt Order #</u> 06359714
<u>Contract Dates</u> 10/02/12 - 10/08/12	<u>Product</u> DSCC	<u>Estimate #</u> 1936
<u>Advertiser</u> DSCC		<u>Original Date / Revision</u> 10/01/12 / 10/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				3	\$1,025.00			
N 12	KVVU	10/02/12	10/08/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				3	\$725.00			
N 13	KVVU	10/02/12	10/08/12	MORE Access	630-7pm		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MT-TF--				2	\$900.00			
N 14	KVVU	10/02/12	10/08/12	Extra	M-F 7-730p		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MT-TF--				2	\$950.00			
N 15	KVVU	10/02/12	10/08/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				3	\$700.00			
N 16	KVVU	10/02/12	10/08/12	TMZ	730-8p		:30			NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MT-TF--				2	\$1,350.00			
N 17	KVVU	10/02/12	10/08/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$275.00			
N 18	KVVU	10/06/12	10/06/12	Clone Wars	Sa 2-3p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1-				1	\$85.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	10/01/12-10/07/12	Clone Wars	Sa 2-3p	-----Sa--	:30	\$85.00	NM		
See MG 20.2												
N 19	KVVU	10/06/12	10/06/12	The Closer	Sa 3-4p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1-				1	\$95.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	10/01/12-10/07/12	The Closer	Sa 3-4p	-----Sa--	:30	\$95.00	NM		
See MG 20.2												
N 20	KVVU	10/06/12	10/06/12	Criminal Minds	Sat 5-6p		:30			NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1-				1	\$150.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	10/01/12-10/07/12	Criminal Minds	Sat 5-6p	-----Sa--	:30	\$150.00	NM		
See MG 20.2												
		2	KVVU	10/07/12-10/07/12	Extra Weekend	Su 6-7p	-----Su	:30	\$330.00	NM		
© MG for 19.1,18.1,20.1												
N 21	KVVU	10/07/12	10/07/12	NFL Early Game	NFL Early Game		:30			NM	1	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$9,500.00			
N 22	KVVU	10/07/12	10/07/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$1,850.00			
N 23	KVVU	10/07/12	10/07/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$1,200.00			
N 24	KVVU	10/07/12	10/07/12	NFL Early Game	NFL Early Game		:30			NM	1	\$8,250.00

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT1/12 14.47

REP: TO ROSE
FR NIKKI
OK'D M1-M4
SEE LINES 28-31
TOTAL SAME
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DEMOCRATIC SENATORIAL CAMPAIGN COMMIT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 42 AGENCY PRODUCT CODE = 45 AGENCY EST# = 1936												
1			ES 100P-200P	30		\$195.00	10/2	10/8	0		TU-F,M	0
PROGRAM : COPS CON COM1 : COPS												
28			A 100P-200P	30		\$195.00	10/2	10/8	2		TU-F,M	2
PROGRAM : COPS/DOG THE BOUNTY HUNTER ORD COM1 : PRG CHG. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT2 ON LINE-1 FOR 2 SPOTS/WK												

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT1/12 14.47

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
18	S		200P-300P	30		\$85.00	10/6	10/6	0		SAT	0
PROGRAM : THE CLOSER												
CON COM1: THE CLOSER												
29	A		600P-700P	30		\$330.00	10/7	10/7	1		SUN	1
PROGRAM : EXTRA WEEKEND												
ORD COM1: SPOTS N/A DUE TO PRG CHG. MG 'EXTRA WEEKEND'. PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR OCT6 ON LINE-18 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT6 ON LINE-19 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT6 ON LINE-20 FOR 1 SPOT/WK												
19	S		300P-400P	30		\$95.00	10/6	10/6	0		SAT	0
PROGRAM : WITHOUT A TRACE												
CON COM1: WITHOUT A TRACE												
20	S		500P-600P	30		\$150.00	10/6	10/6	0		SAT	0
PROGRAM : CRIMINAL MINDS												
CON COM1: CRIMINAL MINDS												
21	S		100P-400P	30		\$9,500.00	10/7	10/7	0		SUN	0
PROGRAM : FOX NFL (GAME 2)												
CON COM1: FOX NFL (GAME 2)												
30	A		1000A-130P	30		\$9,500.00	10/7	10/7	1		SUN	1
PROGRAM : FOX NFL (GAME 1)												
ORD COM1: NO LATE GAME. MOVE EARLY GAME. PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR OCT7 ON LINE-21 FOR 1 SPOT/WK												
27	S		900P-1000P	30		\$3,550.00	10/2	10/2	0		TUE	0
PROGRAM : NEW GIRL/RAISING HOPE												
CON COM1: NEW GIRL/RAISING HOPE												
31	A		900P-1000P	30		\$3,550.00	10/2	10/2	1		TUE	1
PROGRAM : NEW GIRL/MINDY PROJECT												
ORD COM1: PRG CHG. PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR OCT2 ON LINE-27 FOR 1 SPOT/WK												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#1	MISSED: TU-F, M/100P-200P OFFER: TU-F, M/100P-200P CMT: PRG CHG. PRE-BOOKED PLS APPROVE.				OCT2 (2/WK) OCT2 (2/WK)		30S 30S	\$195.00 \$195.00	(OCT1/12) PLS ADVISE.	
M2	OK'D	BUY#18 BUY#19 BUY#20	MISSED: SAT/200P-300P SAT/300P-400P SAT/500P-600P OFFER: SUN/600P-700P CMT: SPOTS N/A DUE TO PRG CHG. MG 'EXTRA WEEKEND'. PRE-BOOKED PLS APPROVE.				OCT6 OCT6 OCT6 OCT7		30S 30S 30S 30S	\$85.00 \$95.00 \$150.00 \$330.00	(OCT1/12) PLS ADVISE.	
M3	OK'D	BUY#21	MISSED: SUN/100P-400P OFFER: SUN/1000A-130P CMT: NO LATE GAME. MOVE EARLY GAME. PRE-BOOKED PLS APPROVE.				OCT7 OCT7		30S 30S	\$9,500.00 \$9,500.00	(OCT1/12) PLS ADVISE.	
M4	OK'D	BUY#27	MISSED: TUE/900P-1000P OFFER: TUE/900P-1000P CMT: PRG CHG. PRE-BOOKED PLS APPROVE.				OCT2 OCT2		30S 30S	\$3,550.00 \$3,550.00	(OCT1/12) PLS ADVISE.	
OCT/12												

CONTRACT TOTAL 65330.00
 TOTAL SPOTS 51

MARKET TOTALS \$326,650 KVVU 20% KSNV 20% KLAS 27% KTNV 26% KVMY 5% KVCW 1% CABL 0%
 KTUD 1%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

OCT1/12 13.26
*** KVVU-TV ***

Cops	Dog	Bird	Ants
30		\$250.00	

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT1/12 13.26
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1000P-1100P PROGRAM : FOX 5 NEWS AT 10P CON COM1: FOX 5 NEWS AT 10P	30		\$2,150.00	10/2	10/8	4		TU-F,M	4
4			1100P-1135P PROGRAM : FOX 5 NEWS AT 1100P CON COM1: FOX 5 NEWS AT 1100P	30		\$1,950.00	10/2	10/8	1		TU-F,M	1
5			1100A-1200N PROGRAM : BETTER LAS VEGAS CON COM1: BETTER LAS VEGAS	30		\$195.00	10/2	10/8	3		TU-F,M	3
6			200P-300P PROGRAM : KATIE COURIC CON COM1: KATIE COURIC	30		\$275.00	10/2	10/8	3		TU-F,M	3
7			300P-400P PROGRAM : ANDERSON COOPER CON COM1: ANDERSON COOPER	30		\$300.00	10/2	10/8	3		TU-F,M	3
8			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$350.00	10/2	10/8	3		TU-F,M	3
9			500P-530P PROGRAM : FOX 5 NEWS AT 5PM CON COM1: FOX 5 NEWS AT 5PM	30		\$950.00	10/2	10/8	3		TU-F,M	3
10			500A-600A PROGRAM : FOX5 NEWS 5A CON COM1: FOX5 NEWS 5A	30		\$450.00	10/2	10/8	2		TU-F,M	2
11			530P-600P PROGRAM : FOX 5 NEWS AT 530PM CON COM1: FOX 5 NEWS AT 530PM	30		\$1,025.00	10/2	10/8	3		TU-F,M	3

REP HEADLINE# 6359714
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
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 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT1/12 13.26
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			600A-700A PROGRAM : FOX5 NEWS 6A CON COM1 : FOX5 NEWS 6A	30		\$725.00	10/2	10/8	3		TU-F,M	3
13			600P-700P PROGRAM : MORE ACCESS CON COM1 : MORE ACCESS	30		\$900.00	10/2	10/8	2		TU-F,M	2
14			700P-730P PROGRAM : EXTRA CON COM1 : EXTRA	30		\$950.00	10/2	10/8	2		TU-F,M	2
15			700A-900A PROGRAM : FOX5 MORNING NEWS CON COM1 : FOX5 MORNING NEWS	30		\$700.00	10/2	10/8	3		TU-F,M	3
16			730P-800P PROGRAM : TMZ CON COM1 : TMZ	30		\$1,350.00	10/2	10/8	2		TU-F,M	2
17			900A-1000A PROGRAM : MORE LAS VEGAS CON COM1 : MORE LAS VEGAS	30		\$275.00	10/2	10/8	2		TU-F,M	2
18			200P-300P PROGRAM : THE CLOSER CON COM1 : THE CLOSER	30		\$85.00	10/6	10/6	1		SAT	1
19			300P-400P PROGRAM : WITHOUT A TRACE CON COM1 : WITHOUT A TRACE	30		\$95.00	10/6	10/6	1		SAT	1
20			500P-600P PROGRAM : CRIMINAL MINDS CON COM1 : CRIMINAL MINDS	30		\$150.00	10/6	10/6	1		SAT	1

330
165

REP HEADLINE# 6359714
 *** ORIGINAL REV#0 ***

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OCT1/12 13.26
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			100P-400P	30		\$9,500.00	10/7	10/7	1		SUN	1
PROGRAM : FOX NFL (GAME 2) CON COM1: FOX NFL (GAME 2)												
22			1000P-1045P	30		\$1,850.00	10/7	10/7	1		SUN	1
PROGRAM : FOX 5 NEWS AT 10PM SUN CON COM1: FOX 5 NEWS AT 10PM SUN												
23			1045P-1100P	30		\$1,200.00	10/7	10/7	1		SUN	1
PROGRAM : FOX 5 SPORTS EXTRA CON COM1: FOX 5 SPORTS EXTRA												
24			1000A-100P	30		\$8,250.00	10/7	10/7	1		SUN	1
PROGRAM : FOX NFL (GAME 1) CON COM1: FOX NFL (GAME 1)												
25			1100P-1200M	30		\$300.00	10/7	10/7	1		SUN	1
PROGRAM : CRIMINAL MINDS CON COM1: CRIMINAL MINDS												
26			800P-900P	30		\$7,500.00	10/4	10/4	1		THU	1
PROGRAM : THE X-FACTOR RESULTS CON COM1: THE X-FACTOR RESULTS												
27			900P-1000P	30		\$3,550.00	10/2	10/2	1		TUE	1
PROGRAM : NEW GIRL/RAISING HOPE CON COM1: NEW GIRL/RAISING HOPE												
OCT/12			65330.00									
												CONTRACT TOTAL
												65330.00
												TOTAL SPOTS
												53

MARKET TOTALS \$326,650 KVVU 20% KSNV 20% KLAS 27% KTNV 26% KVMY 5% KVCW 1% CABL 0% KTUD 1%

SVC- NSI
 DEMOS- RA35+*

Mindy Project